

## Message Text

UNCLASSIFIED

PAGE 01 NAIROB 16650 221653Z  
ACTION AF-10

INFO OCT-01 ISO-00 EB-08 /019 W  
-----126783 221853Z /45  
R 221410Z DEC 77  
FM AMEMBASSY NAIROBI  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 3664

UNCLAS NAIROBI 16650

FOR USDOC/BED/OED/EID/DONCHUE

E. O. 11652: N/A  
TAGS: BEXP, KE  
SUBJ: VSMF MARKETING PLAN - FY 1977

REF STATE A-4496 USDOC 24422

1. INSTALLATION - VSMF IS LOCATED IN EMB COMMERCIAL OFFICE AND HAS BEEN OPERATIVE SINCE DEC 7TH. ENGLISH INSTRUCTIONS ARE POSTED AND ASSISTANCE IS OFFERED BY COMMERCIAL OFFICER OR ONE OF 4 FSL EMPLOYEES.

2. PROMOTION EFFORTS PLANNED INCLUDE:

- A. PROMINENT FEATURE IN COMMERCIAL NEWSLETTER AND REVISED COMMERCIAL OFFICE SERVICES HANDOUT INCLUDING DIRECT MAILINGS OF SEVERAL THOUSAND.
  - B) SPECIAL WINDOW DISPLAY USING IHS - FURNISHED MATERIAL.
  - C) DEMONSTRATION VSMF TO LEADERSHIP OF PROMINENT TRADE, INDUSTRIAL AND PROFESSIONAL GROUPS AND SOLICITING DIRECT MAILINGS TO MEMBERSHIPS. GROUPS INCLUDE KENYA ASN. OF MANUFACTURERS, KENYA NATIONAL CHAMBER OF COMMERCE AND INDUSTRY, ENGINEERING SOCIETIES, ETC.
  - D) DEMONSTRATION TO COUNTRY TEAM MEMBERS TO MAXIMIZE AWARENESS OF VSMF WITHIN OFFICIAL COMMUNITY.
  - E) A USIS PRESS RELEASE AND APPROACHES TO INDIVIDUAL
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PUBLICATIONS, SUCH AS TRADE & INDUSTRY AND KENYA BUIOLDER MAGAZINES, FOR FEATURE ARTICLES.  
F) DEMONSTRATION OF VSMF AT REGULAR MEETING OF AMERICAN BUSINESSMENS CLUB.  
H) INDIVIDUAL DEMONSTRATION TO PROMINENT BUSINESSMEN THROUGH PERSONAL SOLICITATION.

3. UTILIZATION PLANNED INCLUDES:

- A) WITH ALL FORMAL TRADE PROMOTION EVENTS.
- B) WHENEVER POSSIBLE TO SUPPLEMENT NORMAL REPLIES TO TRADE INQUIRIES, MARKET RESEARCH, TOP CODING, ETC.
- C) A SPECIAL EFFORT TO INTRODUCE VSMF AS A REGIONAL DEVICE DURING FEB ECON/COMM'L OFFICERS CONFERENCE.

4. POST WILL INITIATE QUARTERLY REPORTING IN SECOND QUARTER. ALL USERS COMPLETE FORMS. POST HAS NO SPECIFIC REQUESTS FOR SUPPORT AT THIS TIME.  
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## Message Attributes

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**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
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**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009